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7 **UNITED STATES DISTRICT COURT**  
8 **WESTERN DISTRICT OF WASHINGTON**  
9 **AT TACOMA**

10 WILL CO. LTD. a limited liability company  
organized under the laws of Japan,

11 Plaintiff,

12 vs.

13 KA YEUNG LEE, an individual; YOUHAHA  
14 MARKETING AND PROMOTION  
LIMITED, a foreign company; and DOES 1-5  
15 d/b/a THISAV.COM, MISSAV.COM,  
MYAV.COM, MISSAV789.com,  
16 VASSIM.COM, and John Does 6-20

17 Defendants.  
18

**Case No.: 3:21-cv-05733-BHS**

**DECLARATION OF JASON TUCKER  
IN SUPPORT OF PLAINTIFF WILL  
CO. LTD.'S *EX PARTE* MOTION FOR  
ENTRY OF DEFAULT JUDGMENT**

19 I, Jason Tucker, declare:

20 1. I am a United States Citizen, over the age of 18 years old, make this declaration  
21 based upon personal knowledge and, if called to testify could and would testify competently to  
22 the facts set forth herein.

23 2. I am a Director and the founder of Battleship Stance Inc., a leading intellectual  
24 property management and anti-piracy enforcement company. Our clients have included award-  
25 winning production companies, publishers, media, technology, and physical product  
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DECLARATION OF JASON TUCKER IN SUPPORT  
OF PLAINTIFF WILL CO. LTD.'S *EX PARTE* MOTION  
FOR ENTRY OF DEFAULT JUDGMENT - 1

[3:20-cv-05802-BHS]

**FREEMAN LAW FIRM, INC.**  
1107 ½ Tacoma Avenue South  
Tacoma, WA 98042  
(253) 383-4500 - (253) 383-4501 (fax)

1 corporations, internet advertising networks, documentarians, filmmakers, photographers,  
2 influencers, news outlets, and award-winning entertainment studios.

3 3. I have been in the business of legal adult entertainment productions (both on and  
4 off the Internet), marketing, and management at an executive level for over twenty (20) years,  
5 serving for over six (6) years as President of a company that owned and licensed one of the  
6 world's largest libraries of erotic images.  
7

8 4. I have served as a consultant to Fortune 100 companies including Microsoft  
9 Corporation, for the rollout of several versions of Windows Media and in the development and  
10 rollout of their Digital Rights Management technology, Akamai Technologies, and others.

11 5. As an experienced executive within the entertainment industry, I have been  
12 featured and quoted in publications including Financial Times, Newsweek, BusinessWeek,  
13 Torrent Freak, USA Today, Wired, and the Washington Post. I am frequently requested to speak  
14 on panels and at seminars at industry events on various industry-related topics and trends.  
15

16 6. I have been involved in more than fifty federal lawsuits brought against a range of  
17 defendants for copyright infringement and have served as an expert witness in similar  
18 proceedings.  
19

20 7. I was retained by Will Co. to investigate piracy of their copyrighted works by the  
21 operators of ThisAV.com.

22 8. The operators of ThisAV.com and its associated web sites have operated a  
23 business model dependent on the illegal distribution of high-value content to increase traffic to  
24 their websites. Because Defendants' business model is based upon advertising, they are  
25  
26

1 incentivized to display as much valuable content as possible, so that more traffic is diverted to its  
2 webpages.

3 9. In this case, I have documented the infringement by Defendant on ThisAV.com  
4 and its mirror sites, including missav.com, missav789.com, myav.com, vassim.com, fivetiu.com,  
5 and eightcha.com. The layout of the mirror sites are nearly identical to ThisAV.com, as is the  
6 underly HTML code on the pages.  
7

8 10. Between June and July 2020, in the early days of this case, I documented that  
9 ThisAV.com displayed 13 of Plaintiff's copyright registered works over 19 separate and distinct  
10 URLs – each a part of ThisAV Web Site.

11 11. In or about May 2024, I found that Defendants' Websites displayed 50 of Will  
12 Co.'s copyright registered works on the Websites identified on Exhibit A of the SAC, resulting  
13 in at least three hundred (300) separate instances of infringing unauthorized display of registered  
14 works. To date, on MissAV.com and ThisAV.com alone, Plaintiff has identified 1,738,686 Links  
15 to the infringing use of 50,120 full-length, video titles owned by Plaintiff (mostly unregistered in  
16 the U.S.).  
17

18 12. Will Co. Ltd. registered these 50 with the United States Copyright Office prior to  
19 the commencement of the infringing activity.  
20

21 13. In my work, I often used web-analytics tools such as Similarweb, a web data  
22 analytics firm which assists its clients with gathering and analyzing digital data to develop and  
23 implement business strategies.

24 14. I ordered a Similarweb report for web data relevant to this case. Attached hereto  
25 as Exhibit A are true and correct copies of some Similarweb reports I ordered for this matter.  
26



1 Based on traffic data from Similarweb for August 2024, the scale of Defendants' ongoing  
2 infringement continued to result in substantial traffic. In August alone, thisav.com attracted at  
3 least 18.2 million visitors, while missav.com had a staggering 285.7 million visitors.

4 15. These results were born another report, generated by Semrush. According to that  
5 report, myav.com received over 5 million visitors, and missav789.com saw at least 6 million  
6 visitors. Again, this was just in August 2024. The domains vassim.com domain, a mirror site of  
7 missav.com, is not currently tracked, and eightcha.com and fivetiu.com are not currently tracked,  
8 further complicating the full scope of the infringement.  
9

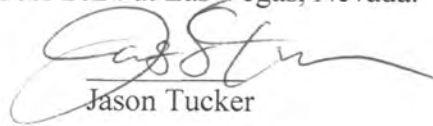
10 16. Defendants' infringement was for a commercial purpose. Defendants earned  
11 money from advertising and the value of advertising on Defendants' Websites was and is directly  
12 related to the number of visitors to the site. Thus, the value of advertising is directly related to  
13 the quality and desirability of content. Will CO.'s are among the most popular Japanese videos  
14 in the world.  
15

16 17. Defendants used thisav.com, missav.com, myav.com, missav789.com,  
17 vassim.com, eightcha.com, and fivetiu.com to display Plaintiff's copyrighted full-length videos.  
18 Verisign, Inc. is the registry for .com domains.

19 18. Defendants' sites had an aggregate of 314,900,000 visitors in August 2024.  
20 Further, Defendants operate an X.com account (formerly Twitter), @missav\_daily, where they  
21 post links to missav.com, some of which contain Plaintiff's copyright-protected materials. The  
22 Twitter account should be transferred to Plaintiff.  
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24  
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1 I declare under the penalty of perjury under the laws of the United States of America that  
2 the foregoing is true and correct.

3 Execute on the 28<sup>th</sup> day of October 2024 at Las Vegas, Nevada.

4   
5 Jason Tucker

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